



The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income

Herman Holtz

[Download now](#)

[Click here](#) if your download doesn't start automatically

The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income

Herman Holtz

The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income

Herman Holtz

THE CONSULTANT'S GUIDE TO PROPOSAL WRITING

Third Edition

When clients make the decision to hire you, they are putting more than money on the line. They are also putting their company's future and its reputation in your hands. That's why your success depends on your ability to gain prospective clients' complete confidence, not only in the solutions you offer, but in you -your capabilities and character.

In this latest edition of his bestselling guide, Herman Holtz-the "Consultant's Consultant"-shows that the most effective means of doing this is with a strategic, well-written proposal. But that's only part of the picture. He also shows you why and how a winning proposal, when correctly used, is an indispensable tool for forging lasting relationships with clients and increasing income.

The first book devoted exclusively to this critical consulting skill, *The Consultant's Guide to Proposal Writing* takes you through all of the steps involved in researching, planning, designing, writing, and presenting winning proposals. Drawing upon nearly three decades of experience as a successful consultant to both government and Fortune 500 companies, Herman Holtz shares everything he knows about what clients really want to see in a proposal and how to give it to them. He also provides valuable tips on effective language and design, what information to include and what to leave out, how not to undersell or oversell yourself, and how to generate interest in additional and future services.

This Third Edition has been thoroughly updated to cover all of the important technological advances that have occurred since the last edition, as well as important new trends in the consulting markets themselves. You'll find a new chapter on how to market yourself in cyberspace via Web sites, e-mail, and other online resources, plus a new section on the latest in desktop publishing technology and how to make the most of it. This edition also features guidance for the growing numbers of consultants specializing in proposal writing, and for professional writers who would like to add proposal writing to the services they offer clients.

The Consultant's Guide to Proposal Writing, Third Edition gives you everything you need to know to simplify one of the most difficult consulting jobs-winning clients.

From America's foremost expert on consulting, a complete guide to developing winning proposals

A winning proposal is more than just a statement of proposed consulting services. An effective, well-crafted proposal is a valuable marketing tool that can:

- * Win new clients
- * Generate new business from established ones
- * As much as double your income!

In this updated Third Edition of America's #1 consultant's guide to proposal writing, Herman Holtz -the "Consultant's Consultant" -tells you everything you need to know to research, design, write, present, and get the most out of winning proposals. He tells you what clients are really looking for in proposals and how to give it to them. And he shows you how to:

- * Get the most out of the latest desktop publishing technology
- * Market yourself via the Web, e-mail, and other online vehicles
- * Find and tap key online research sources
- * Discover the keys to creativity
- * Avoid common errors in proposals
- * Safeguard your proposal against piracy
- * Solve the problem of page-limited proposals
- * Develop cost, technical, presentation, and competitor strategies
- * Sell to the government
- * Make the bid vs. no-bid analysis and decision

 [Download The Consultant's Guide to Proposal Writing : How t ...pdf](#)

 [Read Online The Consultant's Guide to Proposal Writing : How ...pdf](#)

Download and Read Free Online The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income Herman Holtz

From reader reviews:

Cathy Lantz:

The ability that you get from The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income could be the more deep you rooting the information that hide inside words the more you get interested in reading it. It does not mean that this book is hard to be aware of but The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income giving you buzz feeling of reading. The copy writer conveys their point in particular way that can be understood simply by anyone who read that because the author of this publication is well-known enough. This particular book also makes your personal vocabulary increase well. So it is easy to understand then can go to you, both in printed or e-book style are available. We recommend you for having this kind of The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income instantly.

Amy Lewis:

Are you kind of busy person, only have 10 or 15 minute in your day time to upgrading your mind expertise or thinking skill perhaps analytical thinking? Then you are experiencing problem with the book than can satisfy your short space of time to read it because this all time you only find book that need more time to be go through. The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income can be your answer as it can be read by an individual who have those short spare time problems.

Maria Kim:

In this time globalization it is important to someone to obtain information. The information will make a professional understand the condition of the world. The fitness of the world makes the information better to share. You can find a lot of referrals to get information example: internet, paper, book, and soon. You will see that now, a lot of publisher that print many kinds of book. Often the book that recommended for you is The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income this guide consist a lot of the information on the condition of this world now. That book was represented how does the world has grown up. The vocabulary styles that writer require to explain it is easy to understand. The writer made some investigation when he makes this book. That is why this book ideal all of you.

Lee Witherspoon:

Do you like reading a publication? Confuse to looking for your selected book? Or your book was rare? Why so many problem for the book? But any kind of people feel that they enjoy intended for reading. Some people likes examining, not only science book but also novel and The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income or perhaps others sources were given knowledge for you. After you know how the truly amazing a book, you feel wish to read more and more. Science e-book was created for teacher or students especially. Those guides are helping them to bring their knowledge. In some other case, beside science publication, any other book likes The Consultant's Guide to

Proposal Writing : How to Satisfy Your Clients and Double Your Income to make your spare time considerably more colorful. Many types of book like this one.

Download and Read Online The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income Herman Holtz #OXU568H0PEB

Read The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income by Herman Holtz for online ebook

The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income by Herman Holtz Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income by Herman Holtz books to read online.

Online The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income by Herman Holtz ebook PDF download

The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income by Herman Holtz Doc

The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income by Herman Holtz Mobipocket

The Consultant's Guide to Proposal Writing : How to Satisfy Your Clients and Double Your Income by Herman Holtz EPub